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The University of Dayton will begin its 13th Annual Support Program, Thursday, February 17, with a Kickoff dinner in the John F. Kennedy Union on the University of Dayton Campus.

The 6:00 p.m. dinner will mark the start of alumni solicitation in the Dayton area. The program has already begun in other cities such as Akron, Canton, and Youngstown, Ohio and will begin in other cities throughout the country in the next few days.

The chairman for the 13th Annual Support Program is Mr. William Crotty, 1952, president of Van Dyne-Crotty, Inc., Dayton. Last year Mr. Crotty served as assistant chairman for the 12th Annual Support Program.

According to Mr. Crotty this years goal is \$150,000. Last year's campaign brought about \$110,000 to the University. This figure included 250 Sponsors (Sponsors are alumni who give a minimum of \$100 to the Support Program). This year 400 Sponsors are being sought.

Many of the Dayton alumni will be solicited "in person" by one of the 150 workers present at the kickoff dinner. Others will be solicited by mail. Last year the \$110,000 came from approximately 3,000 University of Dayton alumni

giving an average gift of \$37.50. These figures will also hopefully be topped by this year's campaign efforts.